

Local Strategic Planning Technical Assistance

The Tobacco Prevention and Control Program (TPC) will provide timely, appropriate and stage specific technical assistance to county, ESD, tribal and priority population contractors as needed during the strategic planning process to ensure contractors deliver a meaningful strategic plan that meets DOH requirements by December 31, 2004.

- Department of Health TPC will ensure local Tobacco contractors can develop and implement a plan for reviewing assessment data, completing local assets form and prioritizing indicators
- Department of Health TPC provide technical assistance on the use or availability of data during the assessment stage of the process
- Department of Health TPC Assessment and Evaluation will provide technical assistance on how to reach diverse audiences
- Department of Health TPC will provide consultation and technical assistance on how to reach diverse audiences

Technical Assistance

Need/ Issues	Contact
Answers to general questions, referral for a specific need, understanding expectations & timeline	Contract Managers
Prioritizing & selecting indicators	Contract Managers & DOH Evaluation Team
Planning group preparation, facilitation	Contract Managers then TPRC
Review Draft plan,	Contract managers and Evaluation Specialists
Understanding your data	DOH evaluation Team
Identifying 3-4 survey questions	Evaluation Specialists
Creating evaluation plan	Evaluation Specialists
Priority Population Data	Priority Population Contacts
Policy Support	DOH Staff

Evaluation Specialty Areas

Stacy Scheel – Community Evaluation Support
tobaccoprev@aol.com 360-970-1137

Susan Richardson – ESD Evaluation Support
Sue.richardson@doh.wa.gov 360-236-3745

Stephanie Craig – Tribe Evaluation Support
SCraig@npaihb.org 503-228-4185

Clarence Spigner – Priority Population Support
cspigner@u.washington.edu 206- 616-2948

How DOH will review & use your Strategic Plan

Criteria Process

- Diversity of partners
- Clear process for inclusive planning
- Internal support

Criteria for Effective Use of Data

- Evidence of providing data to the process
- Accurate reflection of data in priority setting

Criteria for Plan Influence:

Does the objective include influence on any of the following domains?

- a. Environment
- b. Community
- c. Institutional or Organizational
- d. Interpersonal
- e. Individual

Criteria for Sustainability:

Are priorities sustainable? (Objectives reflect policy, systems change, norms change)

Workplan:

- Activities for 05-06, 06-07, 07-08 contract years will be reviewed for alignment with the strategic plan
- SMART objectives in workplan are for process/output measures associated with activities

Timeline & Communication during Strategic Plan Development and Implementation Process

July 2004 – July 2005

July

- ☐ Tobacco Facts Release (posted to the web)
- ☐ BRFs frequencies Release (posted to the web)

August

- ☐ Contractor (by type) strategic planning conference calls with participation of priority population contractors
- ☐ Review monthly CATALYST inputs for strategic planning

September

- ☐ Regional Meetings (Set dates for October conference calls)
- ☐ Review monthly CATALYST inputs for strategic planning

October

- ☐ Regional strategic planning conference calls
- ☐ Review monthly CATALYST inputs for strategic planning

November

- ☐ Review draft strategic plans (Optional)
- ☐ Review monthly CATALYST inputs for strategic planning

December

- ☐ Strategic Plans due December 31, 2004
- ☐ Review monthly CATALYST inputs for strategic planning

January

- ☐ Strategic Plan review process
- ☐ Begin FY 05-06 workplan process
- ☐ Review monthly CATALYST inputs for strategic planning

February

- ☐ FY 05-06 Workplan process
- ☐ Regional Meetings
- ☐ Review monthly CATALYST inputs for strategic planning

March

- ☐ FY 05-06 Workplan review (reviewing against the strategic plan)
- ☐ Review monthly CATALYST inputs for strategic planning

April

- ☐ FY 05-06 Workplan review & feedback
- ☐ Review monthly CATALYST inputs for strategic planning

May

- ☐ Finalize workplans FY 05-06